

# CITY OF LINCOLN FIELD SPONSORSHIP PROGRAM



Participants in the City of Lincoln Field Sponsorship Program will have their banner(s) displayed on the outfield fence of one or more of the four fields at the Eleanor Carnesecca Softball Complex at Foscett Regional Park.

**GAIN EXPOSURE FOR YOUR BUSINESS WHILE SUPPORTING THE  
LOCAL COMMUNITY AND FACILITY IMPROVEMENTS**



## **2017 FACILITY IMPROVEMENT**

**Dugout Shade Screens & Bat Racks**

**ALL BANNERS ARE DISPLAYED FOR ONE CALENDAR YEAR  
TOURNAMENT SEASON RUNS MARCH – NOVEMBER**

SINGLE	DOUBLE	TRIPLE	HOME RUN
1 Field	2 Fields	3 Fields	4 Fields
\$400	\$700	\$900	\$1,000
\$400/field	\$350/field	\$300/field	<u>\$250/field</u>

**Renewals Receive a Discount of 20%**

Price includes all graphics as well as installation, removal and storage during the off-season. For additional information or to print the Field Sponsorship Application, go to [www.LincolnRec.net](http://www.LincolnRec.net) and click on our Sponsorship page or contact the Lincoln Recreation Department at 916-434-3220.

# CITY OF LINCOLN

## FIELD SPONSORSHIP GUIDELINES

### PURPOSE

The purpose of field sponsorship is to provide the City of Lincoln and other local non profit youth organizations a means to generate revenue by selling sponsorship banners for display at the facilities they predominately use for their programs and play a role in maintaining. Proceeds from City of Lincoln Field Sponsorships will be used for various improvements to enhance the player and spectator experience at the facility being sponsored.

### GENERAL PROVISIONS

- Sponsorship under this program will include the placement of banners expressly set forth herein, but shall in no way entitle the sponsor or permitted organization to additional rights of use or access, or ownership in any way, of any facility.
- By permitting temporary field sponsorship signs at City owned or operated recreation fields or facilities, the City is not creating an unlimited public forum for free expression or speech at these locations. Any and all temporary field sponsorship signs located and permitted at City owned or operated recreation fields or facilities shall comply with the following standards: 1) The signs shall be reasonably suitable for viewing by all ages, 2) The signs shall not contain nudity, 3) The signs shall not contain sexual images, 4) The signs shall not contain depictions of violence, 5) The signs shall not advertise businesses primarily associated with adult-related products or services, such as tobacco products, alcohol products, or adult-oriented businesses, 6) The signs shall not contain any obscene, indecent or profane images or language, including, but not limited to, those indecent words that were the subject of the case *F.C.C. v Pacifica Foundation*, 438 U.S. 726 (1978).
- No individual, including sponsors, shall have the authority to move or otherwise alter a displayed banner in any manner unless that individual is acting under the direction of the City of Lincoln.
- Banners displayed at ball fields shall be limited to outfield fencing facing the field of play and to backstop areas (backstop option not yet available in City of Lincoln sponsorship program). Banners displayed at other permitted locations shall be limited to fencing that faces the programming area.
- No banner shall exceed 32 square feet in size.

### PERMITTED LOCATIONS

- Eleanor Carnesecca Softball Complex at Foskett Regional Park

### APPLICATION PROCESS

- City of Lincoln Field Sponsorship Applications will be accepted year round.
- City of Lincoln Field Sponsorship Applications & payment must be submitted to the Recreation Department with checks made payable to City of Lincoln.
- City of Lincoln Field Sponsorship Banners will be ordered only after receiving the application & payment, and the banner design proof has been reviewed and approved by the sponsor. Banner design may be provided by the sponsor, or one may be created by the sign company using the logo and other information provided by the sponsor.
- Allow up to 2 weeks for banner to be displayed once the City of Lincoln Field Sponsorship Application and payment has been received, and the banner design proof has been approved by the sponsor.
- All sponsorship banners will be displayed for one calendar year during the months of March - November.



# CITY OF LINCOLN

## SOFTBALL TOURNAMENT CALENDAR – 2018

TOURNAMENT DATES	SANCTION / DIRECTOR	WEBSITE	FOSKETT	WILSON
February 24 - 25	USA SOFTBALL / YBARRA	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	X
March 3 - 4	USA SOFTBALL / LGSA	<a href="http://www.lincolngirlssoftball.org">www.lincolngirlssoftball.org</a>	X	X
March 10 - 11				
March 17	LGSA OPENING DAY	<a href="http://www.lincolngirlssoftball.org">www.lincolngirlssoftball.org</a>		X
March 17 - 18	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	LGSA
March 24 - 25	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	LGSA
March 31 – April 1	<b>EASTER WEEKEND</b>			
April 7 - 8	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	LGSA
April 14 – 15	PGF / KAPPEMEYER	<a href="http://www.1stto3rd.com">www.1stto3rd.com</a>	X	LGSA
April 21 - 22	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	LGSA
April 28 - 29	PGF / LAGABED		X	LGSA
May 5 - 6	PGF / KAPPEMEYER	<a href="http://www.1stto3rd.com">www.1stto3rd.com</a>	X	LGSA
May 12 - 13	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	LGSA
May 19 - 20	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	LGSA
May 26 - 28	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	X
June 2 - 3	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	X
June 8 - 10	PGF / KAPPEMEYER	<a href="http://www.1stto3rd.com">www.1stto3rd.com</a>	X	
June 15 - 17	USA SOFTBALL – A METROS	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	
June 22 - 24	USA SOFTBALL – B METROS	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	
June 26 – July 1	SENIOR SOFTBALL USA	<a href="http://www.seniorsoftball.com">www.seniorsoftball.com</a>	X	
July 7 - 8	PGF / KAPPEMEYER	<a href="http://www.1stto3rd.com">www.1stto3rd.com</a>	X	X
July 14 - 15	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	X
July 21 - 22	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	X
July 28 - 29				
July 31 – August 5	SENIOR SOFTBALL USA WESTERN CUP	<a href="http://www.seniorsoftball.com">www.seniorsoftball.com</a>	X	
August 11 - 12				
August 18 - 19				
August 25 - 26				
September 1 - 2	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	X
September 8 - 9	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	NORCAL
September 15 - 16	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	NORCAL
September 22	USA SOFTBALL (Men's LCS)	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	NORCAL
Sep 29 - 30	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	NORCAL
October 5 - 7	PGF / KAPPEMEYER	<a href="http://www.1stto3rd.com">www.1stto3rd.com</a>	X	X
October 13 - 14	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	NORCAL
October 20 - 21	PGF / LAGABED		X	NORCAL
October 27 - 28	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	X
November 3 - 4	PGF / KAPPEMEYER	<a href="http://www.1stto3rd.com">www.1stto3rd.com</a>	X	X
November 10 - 11	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	X
November 17 - 18	USA SOFTBALL	<a href="http://www.usasoftballsacramento.org">www.usasoftballsacramento.org</a>	X	X

**Schedule as of 12/5/17**

# CITY OF LINCOLN FIELD SPONSORSHIP APPLICATION

*Participants of this field sponsorship program will have their banner(s) displayed on the outfield fence of one or more fields at the Eleanor Carnesecca Softball Complex at Foskett Regional Park. Proceeds from this program will be used for various improvements to enhance the player and spectator experience at this popular tournament facility.*

## MARKETING IMPACT

- Host site for 30 – 35 weekend tournaments equating to 65 – 75 tournament days and 50,000 – 70,000 annual visitors.
- Over 100 teams equating to over 1,500 players play in adult softball leagues hosted on these fields annually.
- Over a dozen girls fast-pitch teams equating to over 300 players, parents and coaches use the fields for their travel team practices.
- Host site for Lincoln Little League Baseball & Lincoln Girls Softball Association (LGSA) practices & games, including LGSA opening day.
- All sponsors will be recognized on the City of Lincoln Parks & Recreation web page with a link to the sponsor web page, and receive recognition in a publication of the City's Recreation Guide.

## SPONSORSHIP LEVELS & BANNER SPECIFICATIONS

HOME RUN	TRIPLE	DOUBLE	SINGLE
<b>\$1,000</b> 4 FIELDS	<b>\$900</b> 3 FIELDS	<b>\$700</b> 2 FIELDS	<b>\$400</b> 1 FIELD

**Renewals Receive a Discount of 20%**

## SPECIFICATIONS

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• <b>Size:</b> 4' x 8'</li> <li>• <b>Material:</b> Premium Vinyl</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Finish:</b> Outdoor Banner</li> <li>• <b>Graphic:</b> PDF format</li> </ul> |
|--|---|

## SPONSOR INFORMATION

SPONSOR NAME	LEVEL	DATE
CONTACT NAME	PHONE	EMAIL

## BANNER INFORMATION

NAME TO APPEAR	WEB ADDRESS
ADDRESS	PHONE

**AGREEMENT:** The sponsor hereby purchases field sponsorship with the City of Lincoln. Your sponsorship includes the purchase of identical 4' x 8' vinyl banner(s) to be provided by the City of Lincoln for display on the outfield fence(s) of the Eleanor Carnesecca Softball Complex at Foskett Regional Park for one calendar year during the months of March - November. The City of Lincoln reserves the right to decline any proposed advertising or promotion as provisioned in the City of Lincoln Sign Ordinance and the City of Lincoln Field Sponsorship Guidelines. All banners remain the property of the City of Lincoln.

Organization Representative / Date

City of Lincoln Representative / Date

## FOR OFFICE USE ONLY

Date Received: _____	Received By: _____
Payment Received: \$ _____ Check #: _____	Receipt Number: _____
Artwork Approved Date: _____	Banner Displayed Date: _____

**CITY OF LINCOLN PUBLIC SERVICES DEPARTMENT - RECREATION**

2010 FIRST STREET, LINCOLN, CA 95648

ph 916-434-3220 \* fx 916-434-8057 \* web [www.LincolnRec.net](http://www.LincolnRec.net)